



Digitized by the Internet Archive
in 2017 with funding from
University of Alberta Libraries



First Project Funded!

The Alberta Crop Industry Development Fund (ACIDF) is pleased to announce the awarding of the fund's first grant. At the November board meeting three projects were approved for funding. The first project to cut through the "red tape" and complete the grant contract focuses on special crop market development work.

The project titled "*Development of a Compositional Data Base for Alberta Pulse Crops: (2002C003N)*" is under the joint leadership of Connie Phillips, manager of CAIT (Centre for Agri-Industrial Technology) in Edmonton, and Dr. Stan Blade, well-known director of CDC (Crop Diversification Centre) North. Pulse Canada and the Alberta Pulse Network contributed to the development of the project concept. The industry's rapid growth throughout Canada has met strong world-wide competition. Australia, for example, has developed and published an excellent summary of chemical and nutritional values as well as representative pictures of Australian pulses. This type of information captures the consumer's eye.

Connie Phillips describes her project as a preliminary study to establish compositional information for a Canadian database for western Canadian pulse crops. The pulse trade can use this information when establishing contract specifications. Animal and human nutritionists will benefit when working with pulses in their dietary specifications. A Canadian database could serve as the basis for nutritional labeling of food products.

This project can be thought of as a platform for future work. The database will provide benchmarks of interest to researchers attempting to improve the quality of pulse crops. Identifying the components of

highest value will focus future research work in the nutraceutical, functional food, animal feed and agri-industrial uses markets.

Phillips sees three clear objectives to this project:

- ▶ Development of a compositional database for Northern Alberta pulse crops.
- ▶ Development of a marketing tool for Northern Alberta pulses.
- ▶ Development of the protocol to develop a Canadian compositional database.

Initial work will concentrate on 80 different pea genotypes provided by the CDC North breeding program. The compositional factors to be evaluated include: fat, protein, soluble and insoluble dietary fibre, carbohydrate, starch ratios and phytoestrogen content.

The project team has the knowledge to work in both the field and the laboratory. Co-applicants include Dr. Yumiko Hoyano, Dr. Kevin Swallow and Jackie Tieulie. The project will include participants from AAFRDs (Alberta Agriculture, Food & Rural Development) CAIT, CDC North, Food Safety Division, and Food Processing Development Centre. The team will network with researchers in other provinces including Manitoba and Ontario.

In this issue...

First Project Funded	1
Company Profile	2
Workshops	2

The pulse database project is expected to take nearly one year and will receive a grant of \$7,770 from ACIDF. The remainder of the \$13,850 total cost will be funded through CDC North and Zone 3 Pulse Growers Association.

More information on the project can be obtained from Connie Phillips via e-mail at connie.phillips@gov.ab.ca

Company Profile

EnviroTest Labs, Leading the Way in Functional Foods Analysis

With their state-of-the-art labs throughout Canada and the United States, Enviro-Test Laboratories specialize in the analysis of trace level components from a wide range of matrices. Recently, Enviro-Test has added full food analysis to its Natural Health Product section. Other areas of service include environmental analysis for both organic and inorganic materials, including pesticides, herbicides and their metabolites, air toxins, and agricultural soil.

When it comes to nutraceuticals and functional foods, Enviro-Test's expertise is significant. Dr. Changdong Jin, a doctor of traditional Chinese medicine, with a Master's degree and Ph.D. in Pharmaceutical Sciences from the University of Alberta, offers a wealth of knowledge in traditional natural health products and their constituents, said Sean Lidstone, Marketing Director for the Natural Health Product & Food Division. "He is probably one of a handful of people in the country who does microscopic identification of botanicals. It's this expertise that sets Enviro-Test apart."

Herbal analysis within the Natural Product division covers the gambit, from acontium root to ziziphus seed. Analysis is also offered for nutritional supplements, vitamins, food, minerals, and pesticides. "We have over two hundred separate methods for botanical identification for the actives in herbals," said Lidstone, around 65% of which are validated in-house. In addition to the herbals, the Company has over fifty methods for clinical supplements such as glucosamine, coenzyme Q10, and various essential oils.

Enviro-Test has recently been invited by NRC to collaborate in methods and standards development.

"We're looking forward to working with the NRC, and the Natural Health Products Directorate, to perhaps come up with a lab accreditation for this area in the future," said Lidstone. "We've been told that we have done more than any other lab in the country in this area from the research prospective. As a private company, we used these methods and ran the standards for about a year and a half prior to even marketing the service."

At Enviro-Test, client satisfaction is a topmost priority. "What we try to do is collaborate with the client to make sure they can meet their requirement, and double-check the method," said Lidstone. "We do that as part of our quality assurance. We want to make sure that people are happy with the results."

For more information, please visit www.envirotest.com

Workshops

On Track with Medicinals: Advanced Marketing

February 6, 2002, Edmonton
(C.A.I.T., 6312 - 50 Street)
9:30 - 4:00 pm. Registration Fee: \$40.00
(includes lunch)
Registration Deadline: February 1, 2002

Richard Alan Miller, the internationally recognized new crop agricultural marketing consultant, will resource a one-day workshop: "On Track With Medicinals: Advanced Marketing". This advanced marketing workshop will look at both marketing opportunities for herbs and medicinals as well as market development and access strategies. The session will touch on market options, finding and contracting industry buyers, pricing strategies, market requirements and specific harvest requirements. Participants will benefit from: learning about herb drying and harvest options, understanding marketing plans for new crops, discovering the ethics in marketing options, identifying niche market opportunities and assessing their challenges, accessing industry resources. This workshop will compliment and enhance the series of three workshops being planned for the Leduc, St Paul and Airdrie areas with Jo Detillieux on Marketing and Production of Medicinal Herbs.

To register, contact:
AAFRD, St. Paul Office
Ph: 780-645-6301 (For toll-free access, dial 310-0000 first)
E-mail: kirsty.piquette@gov.ab.ca

New Crop Options for the Peace

A series of workshops on diversified crop production and marketing for producers and processors in the Peace.

The New Crops Options for the Peace is an exciting program with a series of four workshops where rural producers and processors interested in diversifying into new crops will:

- ▶ expand industry networks
- ▶ learn production techniques
- ▶ discover effective marketing strategies
- ▶ establish market contacts
- ▶ gain processing and value added information on new crops

Workshop #1 - Working Together To Succeed

A workshop on understanding business structures and contracts

This half day workshop will help you find the business structure that fits your unique business needs. You'll learn the principles of setting up a number of business structure options, when they simply won't work for you. The discussion will cover new generation co-operatives, simple sharing arrangements, joint ventures and corporations. You'll also be introduced to the benefits of a value chain strategy and understand the basics of a good contract. You'll learn how to develop effective contracts using a case example.

Workshop Details:

Date: January 23, 2002
Time: 1:00 pm - 4:00 pm
Where: Room No. AC144, Fairview College, Fairview AB
Registration Deadline: January 16, 2002
Lunch: Is on your own

Workshop Leaders:

Ted Darling
Margurite Thiessen

Workshop #2 - Marketing Opportunities and Weed Control for Organic Crops

The organic niche market is growing rapidly. It's anticipated that it will continue to expand between 10 - 20% per year. This workshop will provide you with an overview of organic production techniques and effective market access tips.

Workshop Details:

Date: January 25, 2002
Time: 9:00 am - 2:00 pm
Where: Theatre, Fairview College, Fairview AB
Lunch: Is on your own
Registration Deadline: January 18, 2002

OR

Date: January 26, 2002
Time: 9:00 am - 2:00 pm
Where: Auction Mart, LaCrete AB
Registration Deadline: January 18, 2002
Lunch: Is on your own

Workshop Leaders:

Chantelle L'hoir
Steve Snider
Tony Marshall
Mark Gimby

Workshop #3 - On Track With Medicinals: Advanced Marketing

A pre-conference workshop to Visions for the Peace with Richard Alan Miller

This is a follow up workshop to last year's very successful On Track With Medicinals with Jo Detillieux. Richard Alan Miller, the internationally recognized new crop agricultural marketing consultant, will resource this one day workshop. This advanced marketing workshop will look at both marketing opportunities for herbs and medicinals as well as market development and access strategies. The session will touch on:

- ▶ market options
- ▶ finding and contracting industry buyers
- ▶ pricing strategies
- ▶ market requirements
- ▶ market specific harvest requirements

**Workshop Details:**

Date: February 7, 2002

Time: 9:00 am - 3:30 pm

Where: Room No. AC144, Fairview College, Fairview

Registration Deadline: February 1, 2002

Lunch: Is on your own

Workshop Leader:

Richard Alan Miller

Workshop #4 - Field Scale New Crops

A workshop on the processing, market potential and production of field scale crops such as caraway, coriander, special purpose peas, fababeans, milk thistle and potatoes

If you are looking for an opportunity to diversify into field scale new crops that can be seeded and harvested with conventional equipment, this is the workshop for you.

Workshop Details:

Date: February 26, 2002

Time: 9:30 am - 3:30 pm

Where: Room No. AC144 Fairview College, Fairview

Registration Deadline: February 20, 2002

Lunch: Is on your own

OR**Video Conferencing:**

Date: February 26, 2002

Time: 9:30 am - 3:30 pm

Where: Fairview College Sub Campus, 10105 94

Avenue, LaCrete, AB

Registration Deadline: February 20, 2002

Lunch: Is on your own

Workshop Leaders:

Jazeem Wahab

Shaun Moran

Connie Phillips

For more information and to register, contact:

Cindy or Pat

Alberta Agriculture, Food & Rural Development

1001 - 10320 - 99 Street, Provincial Building

Grande Prairie, AB T8V 6J4

Phone: (780) 538-5285. For toll free calling, dial 310-0000, then follow the prompts

Fax: (780) 538-5288

Special Crops Product Team

The Special Crops Product Team represents a cross-section of specialists from Alberta Agriculture, Food and Rural Development and Agriculture and Agri-Food Canada. It is a liaison between industry and government. The Team's mission is to lead departmental activities in Special Crops, consistent with industry objectives, in response to diversification, value-added and market place opportunities.

Members and phone numbers.

Stan Blade, Chair	(780) 415-2311
Nabi Chaudhary, Past Chair	(780) 422-4054
Wayne Goruk, Vice-Chair	(780) 427-3122
Connie Phillips, Vice-Chair	(780) 427-3944
Donna Fleury, Secretary	(403) 948-8537
Kathy Lowther, Secretary	(403) 948-8537
Manjula Bandara	(403) 362-1300
Michael Clawson	(403) 381-5843
Ray Darwent	(780) 495-5528
Alan Dooley	(780) 422-2559
Rachid El Hafid	(780) 354-5129
Mafiz Khan	(780) 422-6573
Ken Lopetinsky	(780) 674-8213
Mark Olson	(403) 782-3301
Bob Riewe	(403) 381-5868
Chuangliang Su	(780) 422-2887

The "Special Crops" newsletter is published four times per year. Please direct any questions, comments or suggestions for story ideas to:

Wayne Goruk, "Special Crops" Newsletter
Alberta Agriculture, Food &
Rural Development
306, 7000 - 113 Street
J.G. O'Donoghue Building
Edmonton AB Canada T6H 5T6

Phone: (780) 427-3122 or
(dial 310-0000 first if calling long distance from
Alberta)
Fax (780) 427-5921
e-mail: wayne.goruk@agric.gov.ab.ca

The newsletter is also available on the Internet at:

<http://www.agric.gov.ab.ca/crops/special/scnews/index.html>

